

THE  
**VERA**  
*magazine*

BY  
TELAVIVIAN



A LOCAL ANTHOLOGY  
TEL AVIV

WINTER  
2018

#01  
ISSUE

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## WELCOME

As a virtual platform and online magazine, we are happy that we have found a new, beautiful, physical space that has become our present home – The Vera. It excites us how Tel Aviv keeps developing, with new hotels, restaurants, shops, bars, buildings being created and opened. But there is something special about our relationship to The Vera – it is our mutual interest of showcasing and celebrating the Tel Avivian artists, designers and creators that we highly admire. The Vera and Telavivian aim to bring local stories to the residents of Tel Aviv – both to newcomers and old friends.

We are therefore especially excited about this collaboration – the first issue of the magazine that you are holding, which includes a glimpse of the people, places and collectives that make Tel Aviv what it is. The Vera magazine is planned to come out quarterly, in order for you to discover and follow the developments, changes and progress of the city – with us!

We hope that you will enjoy it,  
*Anna Kopito*

—

To our dear guests,

Welcome to Tel Aviv and the Vera Hotel. We are excited that you have chosen us and we will make sure you have a relaxing and interesting stay.

As hosts we feel that it is our responsibility to offer a unique experience to our guests and assist in them discovering the best this city has to offer. We believe that a hotel can and should be a window to it's community and we are privileged to showcase a lot of it throughout the hotel. In the end, every product has a person and a story behind it, together with Telavivian we aim to introduce you to these individuals and their inspiration. We hope you enjoy your stay with us,

*Danny Tamari and The Vera Hotel team*



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#TELAVIVIANMOMENTS BY @DAFYHAGAI

The Vera Magazine is a collaboration between the hotel The Vera and the online magazine Telavivian. All the content is produced by the Telavivian team.

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# Shak-shu-ka

WORDS: JENNA ROMANO  
ART DIRECTION: SYBARIS MAGAZINE  
PHOTOGRAPHY: RAN GOLANI



Shakshuka is a popular Israeli breakfast food with its origins in North African cuisine – it consists of eggs cooked on top of a flavorful tomato and vegetable based sauce. The onomatopoeic word that gives this dish its title is literally translated as “mixed up”, perhaps because of the wonderful and surprising varieties of shakshuka presented to us on a daily basis here in Israel.

The word shakshuka may go hand-in-hand with breakfast, but it can be eaten at any time of the day in Tel Aviv. Although the classic version of shakshuka is loved, restaurants will often transform the simple dish – adding toppings like cheese, extra vegetables and even meat.

*sybaris.telavivian.com*





# Modern Talking



WORDS: NURIT KONIAK  
ART DIRECTION: STUDIO KONIAK  
PHOTOGRAPHY: RAN GOLANI

Life in Tel Aviv is wild and intense, a raw untamed experience of beauty, shifting between leisure and danger. I feel this the most when simply walking down the street and watching people speak. As a language, Hebrew is spoken loudly, using short words, but moreover, it is communicated through the use of hands in conversation. This is why the hand gesture is a beautiful reflection of the unique Israeli temperament, hard to express in words, but greatly felt in the street. It is the face and constant reminder of our bittersweet reality.





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Tel Aviv native Noga Erez writes and produces her own music alongside her partner and co-producer Ori Rouso. As Erez performs, she exudes a unique energy which heavily influences her environment and audience. Her ingenious beats boldly straddle genres and atmospheres as the musician manifests her dynamic compositions. Erez is a magnificent live performer. If you have the opportunity to see the multi-instrumentalist in action, you will be blown away by her forceful style, her sophisticated voice, her blissful keyboard tinkling and her sheer talents with percussion. The artist has steadily worked her way to the top of the Israeli alternative music scene and her short internet video clips have gone viral. Combining natural talent and style with a tireless dedication to the process, Noga Erez lives and breathes music. [www.nogaerez.com](http://www.nogaerez.com)

WORDS: JENNA ROMANO  
PHOTOGRAPHY: TONJE THILESEN

2

The essence of Japanese culture envelops you as soon as you step foot inside Yoko Kitahara's Japanese spa in Jaffa. Overlooking the Mediterranean Sea, Yoko Kitahara is a small haven of Japanese therapy, hospitality and design—beautifully juxtaposed with the surrounding ancient Arabic architecture. Yoko wanted her spa to be a place for therapy and culture. A place to introduce Tel Avivians to the design and culture of her homeland and a big part of that was to introduce her guests to the art of Japanese hosting known as Omotenashi—a special one-on-one relationship that is created between host and guest. The Yoko Kitahara method combines the base of shiatsu and aromatherapy. Treatments are performed slowly and deeply, giving special focus to the rhythm of breathing. Yoko mixes her own combination of pure aromatic oils to create a journey of different fragrances and rhythms. Kikar Kdumim Street 5, Jaffa, 03.605.8339. [www.yokokitahara.com](http://www.yokokitahara.com)

WORDS: LOTTE BEILIN  
PHOTOGRAPHY: DANIA WEINER

3

Since the 1980s, multimedia artist Roee Rosen has made a name for himself in the international contemporary art scene with his outstanding and provocative paintings, video installations, films, books and writing. Rosen's work raises questions on important topics such as the representation of history, fiction and the concept of identity. Rosen confronts his viewers with uncomfortable, yet playful themes, emphasized by his very dark humor. Through the creation of fictional characters and the presentation of their work, Rosen removes the lines between the artist, his character and his audience—leaving great room for speculation. Some of his most important works include: the installation Live and Die as Eva Braun (one of three works exhibited at Documenta 14 in Athens), his series of works with Justine Frank and The Confessions of Roee Rosen and Vladimir's Night [www.roeerosen.com](http://www.roeerosen.com)

WORDS: ELINOR LAZAR  
PHOTOGRAPHY: GONI RISKIN

4

Situated in an unassuming Florentin alleyway, Burek is the latest addition to Tel Aviv's culinary scene. Bursting with industrial chic interior, a live DJ spins tunes from the balcony and guests sit sipping wine at communal tables as the open kitchen invites visitors to approach. Burek is far from typical, open exclusively on Wednesday nights for a fixed priced seven course dinner. Each meal kicks off with free-flowing cocktails and ends with a dramatic dessert course served directly on the kitchen island. Everything in between is culinary perfection, executed by head chef and owner, Chef Barak Yehezkel. Unlike any other chef in the city, Yehezkel engages with his guests throughout the entire culinary experience. Curious eaters are encouraged to watch each course take shape from Yehezkel's musings on the initial inspiration to the final execution. As the night unfolds, it becomes clear that a Wednesday night at Burek is like dining at a close friend's home, who just happens to be a phenomenal chef. [www.barakchef.co.il](http://www.barakchef.co.il)

WORDS: LISA GEISMAR  
PHOTOGRAPHY: AVIAD ZISMAN

5

Representing the best of Tel Aviv through premium streetwear is fashion brand Holyland Civilians. A political statement, fashion brand and lifestyle ideology fused together in the form of comfortable and stylish garments. As a standout brand in Tel Aviv Fashion Week 2017, Holyland Civilians was praised internationally by major media sources in the fashion world, including Vogue Italia, Vogue Germany and Cosmopolitan Italia. The brand's designers Anat Meshulam and Dor Chen are former Shenkar graduates who realized during their time working abroad in the fashion industry that their true desire was to create meaningful fashion in their home country. According to the designers: "This metropolis is one of the most mixed regions in Israel, and yet one of the most harmonic. This way of living, which is not side by side, but rather hand in hand, is what gave birth to Holyland Civilians—a new premium streetwear proposition for the people living in this hectic reality". [www.holylandcivilians.com](http://www.holylandcivilians.com)

WORDS: STEPHANIE MIDYAN  
PHOTOGRAPHY: DUDI HASSON

6

Just off Allenby, one of South Tel Aviv's most bustling streets, lies a gem of a restaurant—Santa Katarina. Locals love Santa Katarina for its cool atmosphere, creative décor and the refined combination of Middle Eastern food with a Mediterranean flair. The delicate mix of spices and ingredients paves the way to a flavor explosion that is inherently Tel Avivian. Santa Katarina's most popular dishes include ceviche, semolina cake, a one-of-a-kind red tuna fricassée and some incredibly unique pasta dishes. The restaurant has received numerous rave reviews and its bold menu will have you returning again and again to try everything that comes out of the restaurant's taboon oven. The lovely Santa Katarina is open for lunch and dinner, and the fair prices plus its location on Har Sinai street, a renovated Bauhaus area—are reasons enough to try it. [HarSinaiStreet2.058.782.0292](http://HarSinaiStreet2.058.782.0292).

WORDS: ZOE KARBE  
PHOTOGRAPHY: TAMIR DAVIDOV

7

Emerging artist Michal Fargo specializes in ceramic sculptures, drawing her inspiration from the material itself. For Fargo, clay represents endless possibilities and as she had started to explore these possibilities she has grown tired of mould making and smooth surfaces that are common with ceramic sculptures. Fargo's work revolves around the discovery of new approaches, different ways of thinking and unique methods for creating what she calls "more authentic sculpture surfaces." One example is her early experimentation sculpting and casting sponge blocks in clay, creating pieces with coral-like surfaces. As in all of Fargo's work, the artistic process is not about copying nature but dealing with the processes and outcomes of the medium itself. Fargo received her BA from the Bezalel Academy of Art and Design, Jerusalem and an MA from the Royal College of Art in London. Her work is exhibited in Israel and abroad. [www.michalfargo.com](http://www.michalfargo.com)

WORDS: JENNA ROMANO  
PHOTOGRAPHY: ELAD BARANGA

8

Atar Mayner is an Israeli producer and DJ whose music entices his listeners to zone out and momentarily lose themselves to the beat. The musician began mixing his own tunes when he was just a teenager and has since contributed to Tel Aviv's music scene with unique sets and collaborations with some of Israeli Pop's finest, such as Gilad Kahana and Riff Cohen. Drawing inspiration from the sounds that surround him, Atar manages to create vibrant and danceable Middle Eastern sounds. In Atar's mixes, listeners can hear his signature sound: oriental music mixed with a sensual contemporary beat. The DJ's first single, You ("את" in Hebrew) is a great introduction to his musical vibe. The artist is currently working on his debut album while performing regularly in Tel Aviv at venues like Beit Romano. [www.soundcloud.com/atarmusic](http://www.soundcloud.com/atarmusic)

WORDS: ELINOR LAZAR  
PHOTOGRAPHY: GENADY SHKOLNIK



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Since 1992, The Inbal Pinto and Avshalom Pollak Dance Company have been producing shows performed not only in Israel, but worldwide. The dance company's productions are highly acclaimed and have won numerous awards, including The Israel Ministry of Culture Award (for Toros and Rushes Plus), the Israel Critics Circle Award (for Wallflower) and the Best Dance Show of 2014 (also for Wallflower). As artistic directors and founders, Inbal Pinto and Avshalom Pollak are involved in each step of the creative process, from the initial conception to the direction, choreography and design. Eleven dancers and actors currently work within the company, collectively motivated by producing new stage creations in which a variety of artistic disciplines are integrated. The company's performances incorporate contemporary and experimental models of conception and technique, yet always return to build on old methods. Their narratives are influenced by art, memory, culture and of course, the imagination.

[www.inbalpinto.com](http://www.inbalpinto.com)

WORDS: JENNA ROMANO  
PHOTOGRAPHY: ROTEM MIZRAHI

10

Nilus is a stylish retro bar set on the ground floor of a former British Mandate era hotel. Helmed by Aline Lev-Har (of Cafe Sheleg) and Moran Alon (of Joz ve Loz), visitors to Nilus will find staff doling out inventive cocktails and contemporary plates from their refined menu. Thanks to a bounty of fresh Israeli produce, Nilus produces expertly mixed drinks featuring seasonal citrus, as well as rustically plated dishes garnished with fresh herbs. Located on a prime Allenby street location, one of Nilus most inviting qualities is its beautiful design – heavy curtains, spiral staircases and indoor palm trees that seduce customers away from the urban jungle. Visitors will love the live DJ soundtrack and frequent cultural events that take place here. There is a throwback atmosphere at Nilus that will transport you back to the early burgeoning days of the Tel Aviv metropolis for an evening of delicious drinks and great food.

*Allenby Street 33, 03.644.46.27.*

WORDS: LISA GEISMAN  
PHOTOGRAPHY: SARALE GUR LAVY

11

Founded in 2011, Muslin Brothers is a contemporary fashion collective made up of design team Tamar Levit and Yaen Levi. Working out of Tel Aviv and London, the pair designs collections based on diversity and intuitive inspiration. Muslin Brothers casually merges ideological elements into their clothing, defining fashion as a significant part of cultural production and human communication. Their signature silhouettes are meant to blur gender identity and each new collection is infused with equal amounts of cultural criticism and creative ambiguity. The genderless collections make use of draped cuts, loose wraps and vague sizes which allow the collective to elicit an experience of spontaneity from its audience. Wearers choose pieces based on their own desire and intuition, and it is they who shape the clothes, not the clothes that shape the wearer. Muslin Brothers produce two collections a year, sold at bespoke pop-up shops, fashion exhibitions and online.

[www.muslinbrothers-shop.com](http://www.muslinbrothers-shop.com)

WORDS: LOTTE BEILIN  
PHOTOGRAPHY: ASAF EINY

12

Alona Rodeh is a multimedia artist based in Tel Aviv and Berlin. The artist's work examines cultural phenomenon by materially agitating objects, spaces and situations into choreographed performances. Rodeh's work is entertaining, she connects with her audience using audio-visual materials including larger-than-life sculptures, lightbox photographs, sound installations and more. One of Rodeh's latest exhibitions, Safe and Sound, which exhibited in Israel and internationally, reflects on the complexities of safety and security on a different cultural level. The exhibit provokes viewers to ask a simple question that leads way to layers of thought – "where and when do I feel the most safe?" Like most of Rodeh's work, the art does not seek to offer an opinion, but rather lays the groundwork for deeper exploration of the subject. Rodeh received a BFA and MA from Bezalel Academy of Art and Design and is represented by Rosenfeld Gallery in Tel Aviv.

[www.alonarodeh.com](http://www.alonarodeh.com)

WORDS: JENNA ROMANO  
PHOTOGRAPHY: GONI RISKIN

13

Born From Rock is a unique jewelry collective established by two of Tel Aviv's most influential local creatives, Gili Barnea and Nira Shlimovich – Barnea, a goldsmith and artist, and Shlimovich, a local designer with a background in fashion. The two have combined their inherent voguish qualities, craftsmanship abilities and their love for all things soulful to create a line of accessories that quite simply rocks. Each piece is handcrafted using the finest natural materials, including 14 - karat gold, sterling silver and unique precious gemstones. The designers make sure that each piece is timeless and bespoke for its owner. The way Born From Rock see it is that their jewelry evokes curiosity in the individual – each piece carries a symbolic power charged with the personal narrative of their wearer. The brand's latest collection focuses on themes of movement and flexibility, juxtaposing delicate sterling silver with the vibrance of amethysts, jade and freshwater pearls.

[www.bornfromrock.com](http://www.bornfromrock.com)

WORDS: JESSICA LAUB  
PHOTOGRAPHY: MICHAEL TOPYOL

14

From e-commerce platforms to portfolio sites, digital campaigns, social media content, applications and packaging, Studio Koniak design studio specializes in all things design. Nurit Koniak founded the studio twelve years ago, after graduating from the Bezalel Academy of Art and Design in Jerusalem and since then, along with partner Natasha Boguslavsky, has managed to establish a design team that makes up one of Tel Aviv's most successful branding agencies. With a deep understanding of their projects, Studio Koniak's team creates accurate, imaginative and elegant images that embody their client's vision. Using an approach based on an empathy between artist and client, Koniak and Boguslavsky, along with the studio team members Nina Mendelsohn, Tom Melnick, and Shimrit Rada work closely together on projects in both Israel and abroad, including hotels, consumer products, restaurants, fashion brands, corporate firms and books.

[www.koniakdesign.com](http://www.koniakdesign.com)

WORDS: ZOE KARBE  
PHOTOGRAPHY: ASAF EINY

15

As kids growing up in Tel Aviv, Michael Cohen and his friends spent the weekends listening to their favorite rappers and producers working with the small independent California music label Stones Throw. Cohen's favorite label, now marking its 20th anniversary, is now the producer of Cohen Beats, thus making Cohen's childhood dream a reality. Michael started his musical career on the microphone as part of the hip-hop trio Cohen@Mushon, alongside Michael Moshonov and Ori Shochat. Their latest album, Long Days, contains collaborations with rising stars of the Israeli hip-hop scene such as Nechi Nech, as well as old-school rockers such as Peter Roth. Daily Affirmations is Cohen Beats' first release with Stones Throw and it is a perfect fit for the label that paved the way for hip-hop producers such as Madlib and J. Dilla. Its 22 tracks are packed with funky beats, amazing hooks and a beautiful mixture of samples from Israeli and American music.

[soundcloud.com/cohenbeatsaredope](https://soundcloud.com/cohenbeatsaredope)

WORDS: YALI BARKAN  
PHOTOGRAPHY: THEO JEMISON

16

In a city full of inventive culinary concepts, easy dining and laidback eateries serving excellent food, EATS cafeteria manages to stand out as a true original. EATS focuses on healthy living with a twist of fun, with delicious food at the center of everything. Inspired by the cafeteria style eateries in London and New York, Michal Epstein and Yonatan Koevary have created a menu that changes daily. Offering an assortment of light and fresh meals and snacks, hungry customers can expect a bountiful selection of seasonal produce and a variety of flavorsome options – from tasty pastries and freshly baked scones, to a medley of zesty salads, colorful juices, hot dishes and homemade pizza during the evenings. EATS customers are greeted at the door with the wonderful aroma of the cafeteria's signature banana bread and a cool and relaxing playlist. The café is gorgeously simple and exudes the kind of atmosphere that will make customers feel comfortable while dining in any company.

*Adam HaCohen Street 1, 03.602.78.88.*

WORDS: DANIELA ENGELBERG  
PHOTOGRAPHY: FLORA DEBORAH



WORDS: SAHAR SHALEV

ACCORDING TO SAHAR SHALEV, A NEW ERA OF ISRAELI FASHION HAS JUST BEGUN. THANKS TO THE EMERGENCE OF YOUNG ISRAELI DESIGNERS WHO DRAW ON LOCAL INFLUENCES, THE ISRAELI FASHION WORLD IS REDEFINING ITSELF, EMBRACING ITS HERITAGE AND CREATING A TRULY AUTHENTIC LANDSCAPE FAR OUTSIDE THE MAINSTREAM.

It's hard to pinpoint when the golden era of Israeli fashion faded. We could blame the death of the local textile industry, once amongst the biggest in the world, or we can accuse Zara and other fast fashion retailers that entered the local market around the 90s. We could even turn our heads to the 2nd Intifada that started in the early 00s, or the global economic crisis of 2008, as some of the reasons for the meagre existence of local designers in the Israeli fashion scene. But it is certain that a new era has begun. Many young designers are now working independently, some producing locally, and some creating work for an international market. Most of these young designers are creating their own niche, portraying a new Israeli fashion landscape, far from the mainstream fashion scene.

It's interesting to note that there was a time when Israel was an exotic fashion destination. In the 60s, and especially after the 1967 War, Israel became a fashion exporter with an influential fashion week, important buyers and journalists and two world acclaimed brands – Gottex (the swimwear empire) and Maskit (which was launched in 1954 by Mrs. Ruth Dayan, Moshe Dayan's wife. It closed in the 90s and was relaunched in 2013 by a young designer named Sharon Tal).

But recently there has been a shift. Young designers (mostly graduating from Shenkar School of Design) found their voice and a new Israeli fashion week started, bringing a ton of press and buyers. Advances in social media have also brought a whole new global market to our Israeli fashion doorstep as designers are able to advertise and sell their labels without the burden of buyers and other middlemen.

Now, something is stirring and changing the Israeli fashion scene further. If before designers were trying to show that they belonged to the international scene – hiding their roots and local influences – today, they are expressing their heritage and creating a truly authentic fashion identity that feels unique, trendy and very Israeli. Besides the big names like Dorin Frankfurt, Dodo Bar-Or and Maskit, independent designers work around the city and represent a new era for the modern Israeli dresser.

For example, take Hed Mayner, whose career began three years ago, after graduating from the Bezalel Academy of Art and Design. He is currently showing his collections in the Paris Men's Fashion Week, but his style is rooted deep in the Middle East. His clothes add a contemporary twist on traditional tailoring like jalabiya, jackets and traditional Jewish pieces

like Tallith. He also incorporates military style coats, loose fitting pants and jeans in his collections – a mix of Israeli and Mediterranean style you can't get anywhere else.

“This generation doesn't just want to copy acclaimed European designers”, Mayner told me for an interview with Haaretz, “It wants to create original local fashion. Culturally, there's something here that enables the creation of something new. The visual references to which we're exposed, the culture and traditions, including religious attire – the tailored clothes of the ultra-orthodox, Muslim garb – even army uniforms, there is so much to work with here, and it hasn't really been done yet. But for fashion to really develop here, stores will have to take a chance on new designers and people will have to have the guts to buy from local designers.”

Another designer, Eliran Nargassi, graduated from the Shenkar College of Engineering, Design and Art in 2012, and became a local pioneer in creating avant-garde men's fashion. His clothes draw inspiration from the world of sports, but he is also inspired by his religious background, combining it with a bondage and S&M twist throughout his collections – full of zippers, ropes and tailored uniforms.

We wanted to pay homage to Tel Aviv, declared the trio behind the Israeli brand TRES. “We wanted to make Tel Aviv a vacation city like Nice or Marseille, we don't need to fly – like others – to places with sun and beach. We have it right there.”

TRES created the “IT” shirt of 2017 – a logo T with the print of “Le Club Tel Aviv” that captured one aspect of the city that fashion designers tend to skip – its nonchalant vibe, mix of east and west and casualness that strives not to apologize but to be proud of itself, like every other aspect of their collection.

And finally, KAV is a Nordic, minimalist take on Mediterranean style that offers wardrobe staples that suit the mood of Tel Aviv – vibrant, simple and very local in a subtle way. The designer, Dikla Eilat, graduated from Bezalel Art and Design Academy in Jerusalem, and she delivers yet another aspect of what it means to dress casually in Tel Aviv. Together with other designers she draws the line of local style in a global village, making Israeli fashion meaningful again.

# The *new* Israeli wave



TRES BY  
MERAV BEN LOULOU



HED MAYNER  
BY CECILE BORTOLETTI



# Joshua Simon

WORDS: DANIELLE GORODENZIK  
PHOTOS: GONI RISKIN



Telavivian's Art Editor Danielle Gorodenzik had the chance to chat with Joshua Simon, Director and Chief Curator at Museums of Bat Yam (MoBY) and co-founding editor of the Tel Aviv-Jaffa based Maayan Publishing. Simon's most recent curatorial projects include Factory Fetish (Westspace, Melbourne), Roe Rosen: Group Exhibition (Tel Aviv Museum of Art, co-curated with Gilad Melzer) and The Kids Want Communism (a year-long project at MoBY). In this interview, Simon gives us a versatile perspective on the Tel Aviv art scene, a brief history of MoBY, and a peek into what projects he's working on next

**Danielle Gorodenzik:** From curating the first Herzliya Biennial of Contemporary Art to being the Director and Chief Curator at MoBY, you have a considerable measure of knowledge and experience working with Israeli artists. What are the challenges and the structure of the Israeli art scene?

Joshua Simon: The main challenge is that there is so much talent here. We need to find ways to increase exposure for artists so that they can be given adequate support in order to develop works of art and exhibitions. The art scene here used to be Israel's best kept secret. It is boundless, and now many Israeli artists live around the world and are participating in large international shows. Something that was once totally unknown to outsiders, or even to people in Israel, is now gaining recognition thanks to various art initiatives. Artists that I have worked with are now doing so well all over the place, it's incredible.

**DG:** What characterizes the Museum of Bat Yam? What makes it unique?

JS: The Museum of Bat Yam (MoBY) is in a residential neighborhood and it is only the fourth art museum established in Israel after the Tel Aviv Museum of Art, Ein Harod Museum of Art, and Haifa Museum of Art. MoBY opened in 1961, before the Israel Museum in Jerusalem which opened in 1965, and was established because the first mayor of Bat Yam, David Ben-Ari, was an avid art lover. He connected many Israeli artists that were based in Paris at the time. He thought that a city needed a museum and an art institute. The museum space is very particular, it is a circular building with round walls, so you have to work

within the constraints of the space. The architecture determines how you curate the art, there are cross perspectives – you can see from one side of the museum to another, and there is a circular route to follow.

Interestingly enough, 1961 was also the year that the Guggenheim Museum designed by Frank Lloyd Wright was opened after 20 years of construction. And since the Bat Yam Museum is round, it got the nickname the “Israeli Guggenheim”, although there is no way to even compare the two. The architect of MoBY is Yitzhak Pearlstein, also the architect of the iconic Tel Aviv building, Shalom Tower. He was influenced by Oscar Niemeyer, a Brazilian architect who used to visit Israel in the 1950s for various commissions and despite never having been able to actualize most of those projects, he had a large impact on young Israeli architects whom he met, like Pearlstein.

**DG:** “The Kids Want Communism” is a year-long exhibition project at Museums of Bat Yam that is a collaboration with many artists and international institutions. Do you see any other year-long projects ahead?

JS: "The Kids Want Communism" is a large project in collaboration with a few small institutions and I see this as a clever way of working. Looking at the global branding of museums, they operate like a franchise with locations around the world. These collaborations MoBY has are like having international branches, but on a different scale – these smaller institutions have a local presence and deal with local issues. By working together, we can share our perspectives. I see our project as a mirror to these global museums and how they operate. As smaller operations, we need to work together, and at times share the cost, to make these projects happen.

**DG:** Being a platform for producing and exhibiting emerging cultural dialogues, what should we look forward to seeing at the Museums of Bat Yam?

JS: I don't see a year-long project in the near future at MoBY. "The Kids Want Communism" will be traveling to Kunstraum Kreuzberg in Berlin, Germany. After a 5-year tenure I am leaving MoBY at the end of 2017, so we will see what happens next, it's an exciting time for change.



tel Aviv  
is an  
ugly city

WORDS: NISSAN SHOR  
ART: RONI HAJAJ

Tel Aviv is an ugly city. Its aesthetics resemble a worn down pair of sneakers you bought in the 80s. They lost their whiteness and have definitely seen better days, and yet, they are comfortable, reliable and have a familiar, almost addictive odor. You take a whiff and great memories bubble up instantly. The sneakers are old but have the energy of a sex-crazed teenager. They are eager for new adventures. But most importantly – they’re yours.

Tel Aviv is mine. I don’t need to think twice about it. Tel Aviv is my second nature, it is in my blood. With belonging comes a clarity of vision, I know that there is a lot of beauty in the ugliness. A kind of working class glamour that hides in the three story buildings, ragged and filthy from exhaust fumes. Tel Aviv has a pizazz that cannot be silenced. A certain je ne sais quoi. A strong gravitational force. A chutzpah if you will. But it doesn’t take you down, it catapults you up and up and sideways.

This city can be a roller coaster or a baby stroller. This city has been around the block. People died in her arms. Tel Aviv has earned its scars and

heartaches. It reflects the story of Israel, marking the pain and celebrating its achievements. It mixes hedonism with melancholy. When you walk back from the beach, you can hear the ghosts of passovers past. They whisper to you – “keep on living, keep on dreaming, keep on losing yourself, in Tel Aviv.”

This is why I love Tel Aviv so much (and you should love it too). No matter what, she will always remain the same. You can try and transform her into a modernized global city – try to mimic New York, London and Paris. Let gentrification rule her streets. Build shiny high rises. Restructure her old Bauhaus buildings into white architectural dreams. Imagine it as a western metropolis, rich, segregated and privileged. It won’t work. Tel Aviv is a stubborn one. It is what it is. A Middle Eastern city that rose from the desert. She is diverse – Palestinians in Jaffa, African immigrants in the southern neighborhoods, French and Russian Jews, Arab-Isrealis everywhere and all over. There are bike thieves, hoodlums and the occasional terrorist. But it is as safe as walking in your own backyard. Is that a paradox? Not at all. Tel Aviv turned her fears into an existential fiesta.

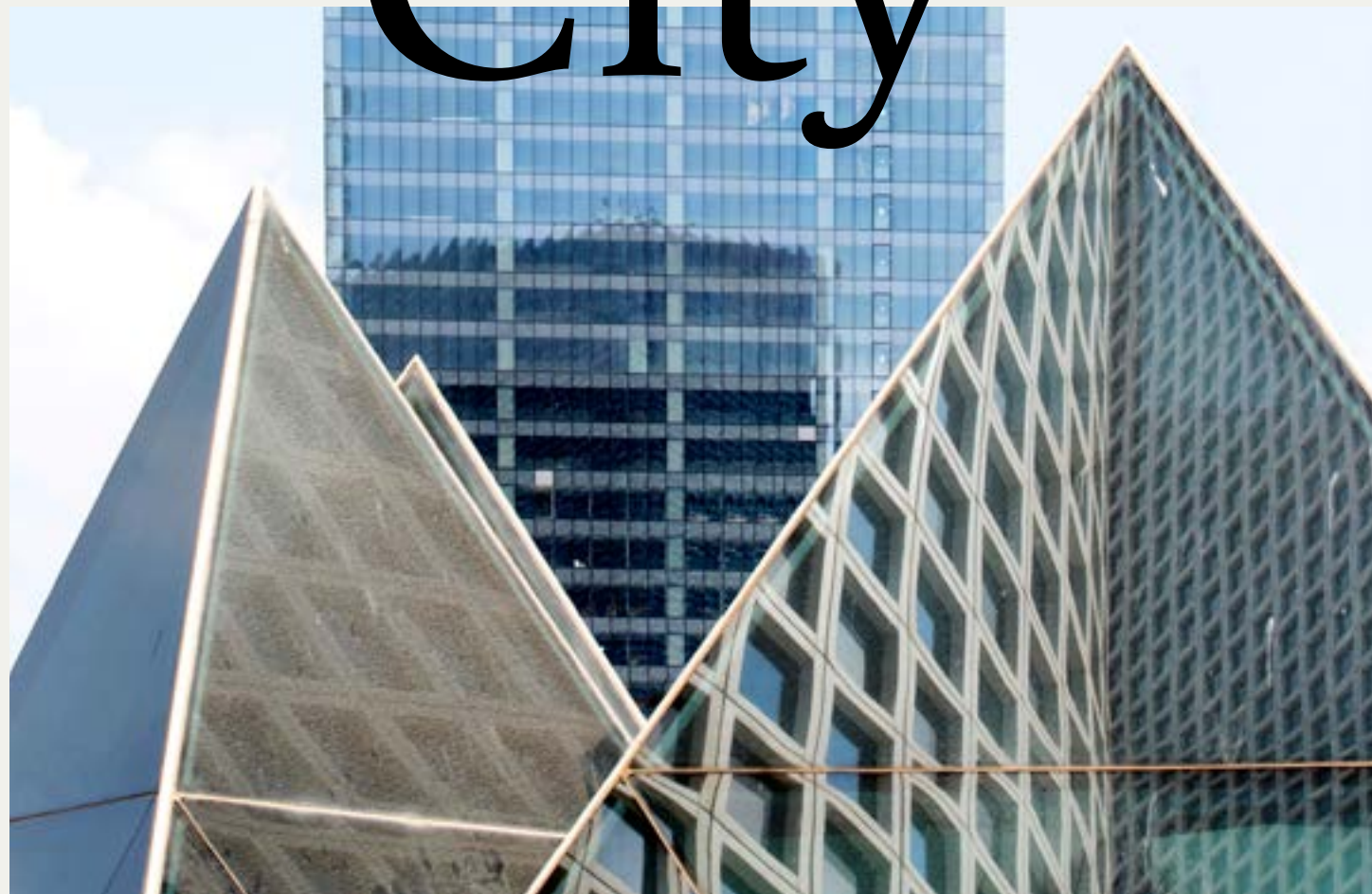
And did I mention the food? Oh my. I don’t know if it is the best, but it sure tastes like it. The dishes here are certainly some of the most satisfying and comforting in the world. The culinary range is in debt to the immigrant community that is typical of Israel and Tel Aviv – Yemenite soups, Iraqi dumplings, Egyptian falafel, Persian rice, Russian cold cuts, Moroccan salads. A mishmash of east and west. And of course – haute cuisine and so many influences from current food trends. Tel Aviv is tasty as hell.

I first came to Tel Aviv in the year 2000 and made it my home. It is the home of many of my friends. We were here when buses exploded in the streets, when rich folks tried to throw us from our rented apartments, when savvy entrepreneurs treated the city as a business opportunity rather than a living and thriving urban organism. But we were also dancing at the best clubs, partying until the morning, having the time of our lives and when the sun rose, we went to the beach, got into the water, and knew there was no other place we’d rather be. Only here, in our ugly Tel Aviv.





# The Reflecting City



WORDS: HILA SHEMER  
PHOTOGRAPHY: Yael Engelhart

TEL AVIV'S GROWING SKYLINE IS YOUNG - SHIFTING SPACE  
AND TIME IN THE WHITE CITY. HILA SHEMER PROVIDES  
INSIGHT INTO THE BOLD STATEMENT MADE BY THE  
DISTINCT ARCHITECTURAL CHARACTERISTICS OF TEL AVIV.  
SURROUNDED BY A MIX OF OLD AND NEW, AND THRIVING  
WITHIN ITS NATURAL MEDITERRANEAN BORDER - IT IS A  
STATEMENT THAT REFLECTS NOT ONLY THE OBJECTS OF  
THE CITY BUT ALSO ITS INHABITANTS.

Over the past decade, a high new skyline has emerged in Tel Aviv. Towers peak prominently from the low rise "carpet" of the White City and anonymous glass curtain-walls stretch high alongside the white Mediterranean plaster. Clearly, this reaching for the sky impacted both the planning as well as the informal conventions of architecture, varying from economics to environmental issues.

These complex factors for the UNESCO declared city created a visual and conceptual distortion in the city, also evoking a radical phenomenon to be explored. One of them is the relativity between the X axes and the Y axes of the city, together stretching the space on the Z axes. Meaning, as the duplication of space is occurring vertically in the concrete structure of the towers, a relative duplication of depth is occurring in the gaze of the glass veneers, duplicating the city in all its projections. In this multiplicity and shift, lies one of the most fundamental artistic tasks within architecture – to take part in the experience of the changing of space and time.

As such, the architectural vertical object is projecting the moving clouds, the vivid streets mirroring and duplicating the public activity and the fast traffic stampeding from its own shadowing image. This clash, merging the static and heavy man-made world into the primeval movement of its surroundings, eliminates the static material, avoiding its fossil ending, freeing the glass city from its ageless appearance and trace-free presence.

This all is an awaking experience of space as we perceive it. After looking at the world as a set of potential posts on social media, which has greatly weakened the way we experience space, this is the comeback of the present experience. The duplicated city had created a thick enough space so it can contain both the material and its absence, both its being and its image. Utilizing the materialistic characteristics to make an intellectual and conceptual statement.

Fortunately enough, due to the relatively spacious urban texture in Tel Aviv, this reflective city is everywhere to be seen. A wide perspective offering a view through the gaps and urban voids on the vertical massive

fields of reflection. Added to that is the Levantine sunlight, collaborating to make this phenomenon perform almost all year long. Tel Aviv has been celebrating these attributes to enrich the form of the city. By introducing the complexity as it is – the old with the new, Tel Aviv has gained a pleasurable critical image of itself, a commentary on the post-modern life. The decorative self-absorbed facade of the 20th century is replaced by an equitable surface, reflecting all equally. It is tolerant to how or what passed by, without exclusion.

Tel Aviv has a natural border with the sea, perhaps the towers of Tel Aviv are the vertical experience to the horizontal – where the sheen of the water is reflecting the surroundings on the moving surface of the water. Like the clouds move the towers, the waves undulate the world to their rhythm, sparking in the most compelling ways.

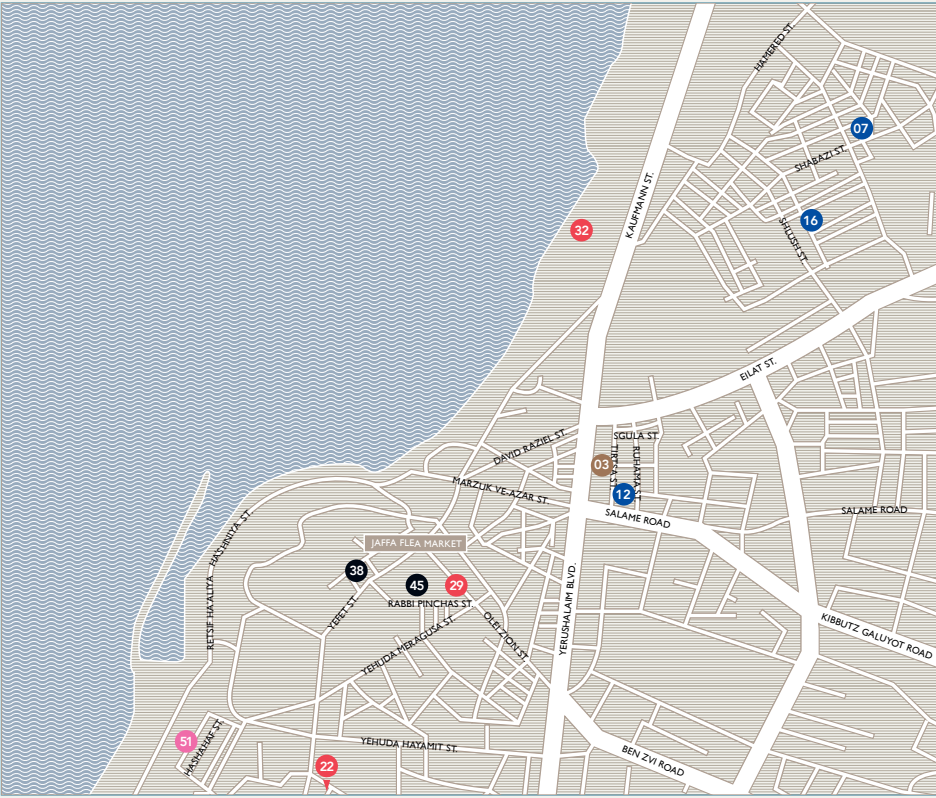
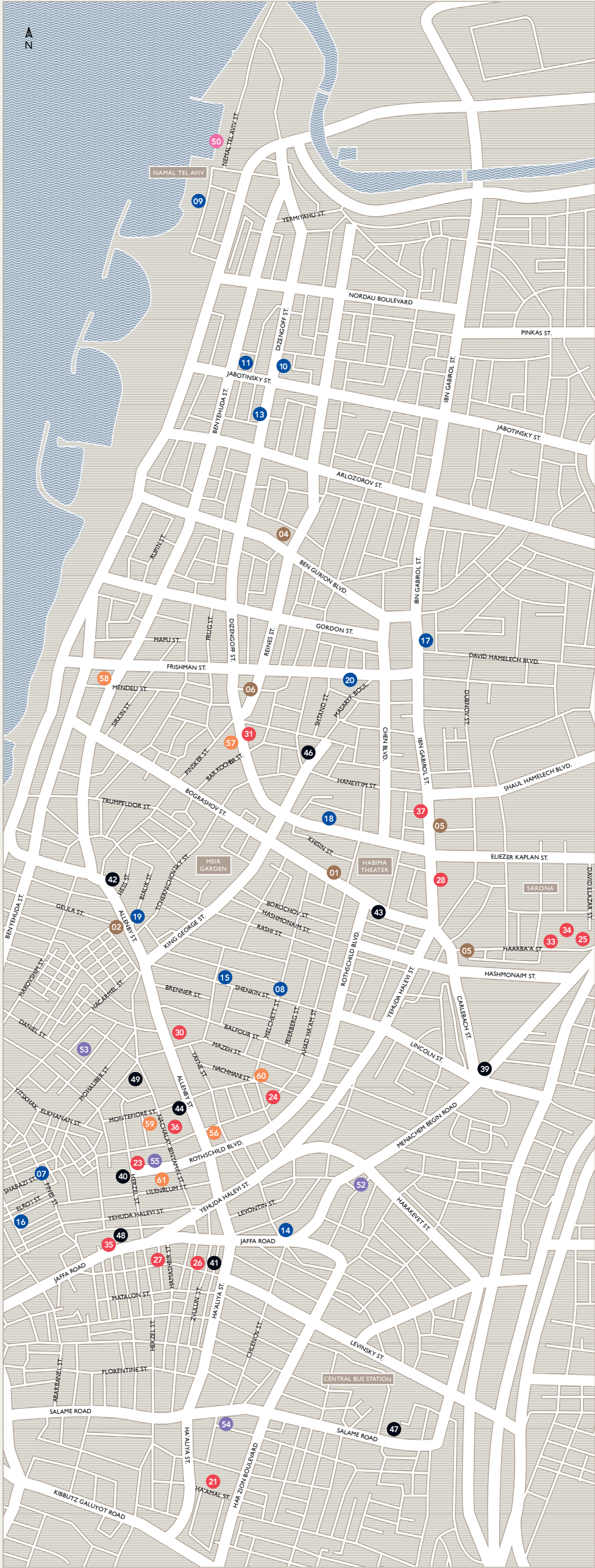
But it is not only the city reflecting in its own pond, falling in love with its image. The image absorbs and skews the personal subjective element into it, showing its true apparition to the human experience. You are always needed to take part in this narrative – both to see and to be seen. The juxtaposition of the image of you in the collective reflection is anaesthetizing the alienation one may feel from the scale of the towers. The sensation of weightlessness the object carries, with the presence of our own image, is powerful enough to engage us back with the world, outside of the black mirrors and into the depth of the looking glass. Where the object becomes absent and you become present, where the true ethics of architecture exist, humble yet vital. It is only under these conditions that architecture can engage the masses in its true purpose.

As you are reflecting with the city in the endless extension of its image, you are equally visible to all its components. You are passing by and in it, both at the same time. You are already expecting the unexpected that will appear next to you for a brief moment, but still with enough time for the world to appear and perform for you. In that moment, you become fast. Fast like the moving clouds, like the rushing crowd. Fast as the light capturing your reflection. For that split second, you are light and you are the city.









# Our City Guide

## Cafés

- 1. CAFE HABIMA**  
Situating in the middle of Ben Zion Boulevard, Cafe Habima is the quintessential Tel Avivian kiosk cafe. Located across from the Habima theater, the cafe serves exceptional sandwiches, pastries, and coffee from early morning until midnight. Take a break on the Boulevard to sit back and watch the locals stroll by.  
📍 Ben Zion Boulevard 31
- 2. CAFE SHELEG**  
At the corner of Geula and Allenby Street, Cafe Sheleg is the ultimate bohemian Tel Aviv cafe – dishing up exceptional coffee and lively Middle Eastern beats. An oasis of creativity, Sheleg offers one of the best cafe menus in the city. Located in the Kerem HaTeimanim neighborhood, and up the street from the beach, Sheleg is the perfect example of what makes Tel Aviv's cafe culture so unique.  
📍 Geula Street 44. 03.510.1710
- 3. CASINO SAN REMO**  
By day, Casino San Remo is a culinary hub and meeting point, attracting an endless stream of coffee drinkers. By night, you can find Tel Aviv's best DJs, a great dinner selection, and a prime spot for people watching. Located in beautiful old Jaffa, Casino San Remo hosts a variety of creative events and nightly music.  
📍 Nechama Street 2. 03.504.2003

- 4. EATS CAFETERIA**  
Inspired by the cafes of Europe and New York, and situated in the heart of Ben Gurion Boulevard, EATS cafeteria focuses on healthy living and the good life. Tucked away in a peaceful green space, EATS is the perfect location to sit down for a full meal, enjoy a coffee break, or to take home deliciously prepared foods for everyone to enjoy.  
📍 Adam HaCohen Street 1. 03.602.7888
- 5. ICEBERG**  
With multiple locations across the city, Iceberg is the place to get your fix of the highest quality, entirely naturally made ice creams. With an enticing blend of options to choose from (vegan included), Iceberg is the best way to escape the Tel Aviv heat. Homemade from start to finish, and preservative free, this is the perfect ice cream to cool you down on warm Tel Aviv days.  
📍 Ibn Gabirol Street 24. Haarba'a Street 4. 03.602.6000
- 6. NAHAT**  
In a coffee obsessed city, Cafe Nahat stands out with its own in house micro-roastery. The owners source, blend, profile, and roast their own beans – and use various brewing methods. The menu offers freshly baked goods, delicious salads, sandwiches, and vegan friendly options. Located just off Dizengoff Square, Cafe Nahat was inspired by the great Parisian salons, intended for the gathering of minds, creative inspiration, and the exchange of ideas.  
📍 Reines Street 1

## Shops

- 07. AGAS & TAMAR**  
Founded by designers Einat Agas and Tamar Harel-Klein, Agas and Tamar is an example of handcrafted jewelry, made with a blend of materials, combining ancient traditions and modern techniques. An established name, Agas and Tamar's pieces transcend time and have gained an international following.  
📍 Shabazi Street 43. 03.516.8421
- 08. AVIVA ZILBERMAN**  
Aviva Zilberman's thoroughly researched smart cuts and clean designs showcase the body in a sophisticated, organic, and playful way. With her considerable focus and dedication, her collections are always timeless and elegant. The boutique, with its constantly updated and beautiful window display, is always worth a visit.  
📍 Melchett Street 23. 03.641.1682
- 09. COMME IL FAUT**  
Situating in the Tel Aviv Port with stunning views of the sea, Comme il Faut is an alternative concept store displaying the latest trends in fashion, design, and art. A spectacle for all shoppers, the store carries their own collection, in addition to Israeli and international designers. A beautifully designed showroom, Comme il Faut carries everything from clothing to accessories, books to art. The space also houses a women's only spa, a place of inspiration and relaxation on the Mediterranean Sea.  
📍 Hangar 26, Tel Aviv Port. 03.602.0521
- 10. GOLDY**  
Offering an impressive showcase of Israeli designers, this jewelry and accessories store specializes in a variety of materials – from gold to silver and diamonds. The jewelry is carefully curated alongside an array of accessories such as bags, wallets, scarves and unique pieces of clothing.  
📍 Dizengoff Street 232. 03.544.6149
- 11. GUSTA**  
With its line of clean-cut, minimalist, and monochromatic womenswear, Gusta's distinct look combines influences such as Japanese aesthetics and rock and roll icons. With comfortable fabrics and sophisticated silhouettes, Gusta creates designs that combine urban sensibilities with a contemporary and international appeal.  
Amiad Street 16. Jabotinski Street 19. 03.682.9752
- 12. HOKO**  
Designed by Hagit Hazan, Hoko is a stylish, sophisticated and feminine take on womenswear, with draping that is particularly Tel Avivian. Grounded in minimalist architecture and the graphic world, Hagit specializes in creating the perfect flattering cut for every woman.  
📍 Sgula Street 6. 050.746.1125
- 13. HOTCROWN**  
Located in the heart of Tel Aviv, Hotcrown specializes in classic and custom made jewelry. Handcrafted with the highest level of care and attention to detail, the shop has a selection of jewelry ranging from stunning diamond rings, to multi-colored stone necklaces and radiant earrings. Their captivating creations are designed with high-quality and responsibly sourced materials, using only recycled gold and conflict-free diamonds.  
📍 Dizengoff Street 209. 072.299.1000
- 14. MAYA BASH**  
Offering a sleek and urban friendly selection, designer Maya Bash is known

- for her smart, deconstructed fashion where she takes familiar silhouettes and breaks the rules of standard cuts. Every season, she creates a unique collection exploring new subjects, often in collaboration with various artists, photographers and filmmakers.  
📍 Barzilay Street 5. 03.560.0305
- 15. MAYA GELLER**  
Maya Geller's jewelry designs are influenced by simple shapes and forms, encompassing the traditional goldsmith's craft with symmetrical and clean aesthetics. The collection is extensive and reflects a variety of styles with a specific urban elegance. Combining unique stones with precious metals, Geller's distinctive works reflect the highest attention to quality.  
📍 Shenkin Street 37. 052.369.5385
- 16. OLA BIKONT, ELLA LEVY AND BALAGAN STUDIOS**  
Tucked away in the charming neighborhood of Neve Tzedek, the shared home of Bikont Jewelry and Ella Levy Studios blurs the distinction between studio space and showroom, creating an oasis of creativity and design. Bikont's jewelry line is bold and contemporary, employing traditional metal-working practices to create pieces likened to works of art, while Ella Levy's line of womenswear combines classic silhouettes with an urban edge. This magical showroom is also home to Balagan studio – a high quality brand producing classically designed shoes and leather goods.  
📍 Kfar Saba Street 4. 052.399.0483
- 17. PAPIER**  
The perfect gift shop for design lovers, Papier features paper products inspired by the world of print, text and, graphic design. All products are designed and produced in Israel, and are united by a clean and sophisticated aesthetic. With notebooks and planners to inspire you, Papier's selection is perfect for the writer or traveler – or maybe even your next big idea.  
📍 David Hamelech Boulevard 1. 03.696.4583
- 18. RINA ZIN**  
An established fashion designer for the past 25 years, Rina Zin's relentless focus on quality and sophistication creates designs that are absolutely timeless. Collections are distinctly feminine, combining flawless details with a variety of fabrics – from dainty sheers to unique metallics. Luxury for the everyday, Zin's pieces bring a romance to the clothing we wear.  
📍 Dizengoff Street 28. 03.523.5746
- 19. RONI BAR**  
Roni Bar's versatile designs are characterized by androgynous style and geometric patterns. She experiments with shape, volume, proportion, and the tension between masculine and feminine. Her avant-garde urban style and monochromatic shade palette allows for a sophisticated line, with her designs attracting a very loyal following in Tel Aviv.  
📍 Hamikto'a Street 4. 050.844.4452
- 20. SHUNA**  
Combining classic jewelry making techniques with the subtleties of urban life, SHUNA translates the chaos and order of the city experience into elegant and timeless pieces. The designers work with precious metals and natural gemstones, creating a unique twist with a modern edge. Reminiscent of the art deco period, Shuna's process creates pieces that celebrate individuality and style.  
📍 Masaryk Boulevard 17. 03.602.5051

## Restaurants

- 21. A LA RAMPA**  
A hidden gem on the outskirts of South Tel Aviv, A La Rampa is one of the city's most treasured authentic spots. The ambience here is unlike anything else in the city, and the food will capture your imagination as well as your taste buds. Boasting an innovative menu with vegan options, this is the perfect place to meet friends for an intimate evening.  
📍 Ha'Amal Street 21. 03.546.1506
- 22. ASIA**  
Tucked away in the Jaffa flea market, Asia is the neighborhood's new hotspot. The menu draws inspiration from China, Thailand and Vietnam, and creates a unique fusion of mouthwatering flavors. The young and sultry atmosphere blends local culture with international cuisine, making Asia an ideal place for a night out and an excellent meal.  
📍 Nachman Street 3. 050.542.7775
- 23. CAFE EUROPA**  
Cafe Europa is located inside a magnificent building that overlooks the famed Rothschild Boulevard. For an evening out, their dinner menu features unique cuisine based on local flavors and seriously fresh and tasty cocktails. Whether upstairs in the cocktail bar, on the balcony, or outside in the intimate courtyard—Cafe Europa has an ambience that allows visitors to take in the cool Mediterranean breeze. Be sure to try brunch, served every Saturday, and if you're in the mood to dance, there is a live DJ spinning tunes every Wednesday, Thursday and Friday.  
📍 Rothschild Boulevard 9b. 03.525.9987
- 24. CAFE NOIR**  
The combination of European style and a perfectly prepared Israeli menu will transport you all the way to Paris. Perfect for any occasion, Cafe Noir offers wonderful meals for everyone at any time of day, matching quality with refined taste in an elegant location.  
📍 Ahad Ha'Am Street 43. 03.566.3018
- 25. CLARO**  
Chef Ran Shmueli uses the best local and seasonal produce on offer – a selection of authentic Greek, Turkish and Lebanese flavors, with a refreshing farm to table philosophy. Guaranteed to give you a taste of real Israeli fare and hospitality, there is an extensive wine list and a superb brunch menu. With room dedicated to private events, Claro is the perfect place to celebrate a special occasion.  
📍 Haarba'a Street 23. 03.601.7777
- 26. DALIDA**  
Tucked away in the Levinsky Spice Market, Dalida Restaurant and Bar embodies the charm and elegance of its namesake, Dalida. Combining the culinary traditions of the Arab world with that of Italian and French influence, Chef Dan Zuretz's enchanting flavors are not to be missed. The atmosphere is as enticing, bold, and captivating as the menu's flavors. Its elegance and charm will sweep you off your feet, transporting you to another time and place.  
📍 Zevulun Street 7. 03.536.96.27
- 27. DIEGO SAN**  
This Latin-Asian fusion bar has music and food inspired by LA food trucks and tiki bar cocktails – think tabasco, pina colodas and endless fun. Get into the spirit of Diego San every evening, as DJs play late into the night. The place to go for a raucously good time.  
📍 Hamashbir Street 2. 03.553.1557
- 28. HAACHIM**  
If you're looking for a perfect example of contemporary Israeli cuisine, this

- restaurant offers up meat on the grill with an assortment of sides such as fried artichokes with labane cheese, msabbaha, and baskets of warm challah. A modern touch on classic Israeli dishes with a side splash of affordable cocktails and a perfectly spun DJ soundtrack.  
📍 Ibn Gabirol Street 12. 03.691.7171
- 29. ITALKIYA**  
This intimate Italian restaurant is located in a distinctive Bauhaus building in the heart of Jaffa and serves homemade pizza, pasta, gnocchi, and other special regional dishes. The smell of pizza fills the air as you approach – and is the perfect stop for hungry shoppers after a stroll at the flea market. The visible kitchen adds to the atmosphere.  
📍 Olei Zion Street 16. 03.682.9678
- 30. LA REPUBBLICA DI RONIMOTTI**  
Always fresh, seasonal and authentically Italian, La Repubblica di Ronimotti serves gorgeous and organic culinary delights to the urban neighborhood of 'Lev Ha Ir'. Roni Belfer and Motti Sofer believe in local and seasonally fresh food representing the richness of Italian cuisine. Open for breakfast, a quick lunch or a gorgeous dinner, La Repubblica relies on their organic garden Il Jardino for year round fresh produce.  
📍 Mazeh Street 3. 03.647.0247
- 31. LA SHUK**  
Located in the center of Dizengoff Street, La Shuk is one of the most vibrant places in town. Since its opening five years ago, the restaurant serves a range of fresh produce and varied specials. The perfect dinner arranged by an incredibly friendly staff, in an authentic Israeli atmosphere, it's the perfect meeting spot.  
📍 Dizengoff Street 92. 03.603.3117
- 32. MANTA RAY**  
A beachfront restaurant located on the soft sand and relaxing waves of the Mediterranean, Manta Ray offers creative Middle Eastern cuisine and perfectly prepared seafood. An atmospheric place to eat and relax, at Manta Ray, the benefits of an urban beach are undeniable. One of the most iconic restaurants in Tel Aviv, Manta Ray is a destination not to be missed.  
📍 Nahum Goldman Street 2 (Alma Beach). 03.517.4773
- 33. MESSA**  
Drawing inspiration from the Provence region of France, Chef Aviv Moshe blends traditional cooking techniques with Israeli flavors. The impeccable interior, designed by Alex Mitlis, features an alluring white-on-white dining room and an intoxicating black-on-black bar. Working with locally sourced ingredients, Moshe elevates the gourmet experience, presenting sentiments of home cooking within one of the world's most unique spaces.  
📍 Haarba'a Street 19. 053.941.8828
- 34. QUATTRO**  
A contemporary take on Italian cuisine, Quattro reinvents culinary tradition, serving innovative dishes with an artistic presentation. Chef Aviv Moshe's commitment to quality is evident in his choice of ingredients, ensuring each plate is served with the utmost attention to detail. Designed by renowned designer Alex Mitlis, the restaurant's interior balances sophistication with refinement, ensuring an unbeatable culinary experience.  
📍 Haarba'a Street 21. 03.919.1555
- 35. ROMANO**  
Part of the Port Said family, Romano is a restaurant and bar founded by the Teder Crew, Eyal Shani, and Shahr Segal. Located on the second floor of the Romano House, a historic building in South Tel Aviv, Romano is a superb



hybrid of music and food. With a seasonal menu and a custom made sound system, Romano is a special place to dine and drink from the early evening, well into the late night.  
📍 Jaffa Road 9. 03.5719.622

**36. SANTA KATARINA**  
Just off Allenby, one of South Tel Aviv's most bustling streets, lies a gem of a restaurant - Santa Katarina. Locals love Santa Katarina for its cool atmosphere, creative décor and the refined combination of Middle Eastern food with a Mediterranean flair. The delicate mix of spices and ingredients leads way to a flavor explosion that is inherently Tel Avivian.  
📍 2 Har Sinai Street. 058.782.0292

**37. SHI-SHI**  
Located in the heart of Tel Aviv's bustling Ibn Gabirol Street, Shi-Shi is the new Asian eatery on the block – and a true gem. Specializing in unique giant rolls that look like a combination between a spring roll and a sushi roll, all the rolls are rice based and accompanied by rich and refreshing fillings, and sauces such as roasted chicken, tofu, grilled cauliflower, and a variety of fresh fish. Their menu includes other delicious noodle bowls, soups, and unique desserts.  
📍 Ibn Gabirol Street 33. 03.575.3737

## Bars

**38. ANNA LOULOU**  
Anna Loulou is one of the most unique spots in Jaffa. Whether it's Arabic night or hip hop, the place is known for its legendary parties and ecstatic dance floor, featuring a unique blend of music and performances that can't be found anywhere else in the city. Anna Loulou is much more than a bar; it is a community forged through culture, a space where everyone seems to feel at home.  
📍 Hapninim Street 2. 03.774.1226

**39. BEIT MAARIV**  
Housed in the former headquarters of the Maariv newspaper, Beit Maariv is the ultimate night club, boasting a massive space with a renowned turbo sound system, this spot is always packed. Electronic music fills the air, as top local and international DJs perform each week. Hosting the best events in the city, Beit Maariv is not to be missed for anyone looking for an insanely good time.  
📍 Menachem Begin Road 51

**40. BREAKFAST**  
Breakfast Club and Milk Bar is an institution where time and space disappear, where you party well into the early hours of the morning. The place where Tel Aviv insiders have been dancing for a decade, Breakfast is the place where people come for the music and stay for the party, from funk and disco at Milk Bar to house and techno at Breakfast Club.  
📍 Rothschild Boulevard 6. 03.510.0101

**41. DALIDA BAR**  
Dalida Bar is a fantastic spot in Tel Aviv's Levinsky Market. Filled with tasty delicacies and unique cocktails, the bar's presence and quality are a match for even the most discerning Tel Avivian. Serving an array of cocktails, Israeli, and Italian wines, there's a drink to suit every taste. For food, Dalida offers delicious shared menu platters, perfect for breaking bread with friends, old and new.  
📍 Zvulon Street 8. 03.536.96.27

**42. NILUS**  
Nilus is situated amidst the dusty memories of Allenby Street in a former hotel from the

1920s where the old glamour has been preserved. With its beautifully designed lobby, heavy curtains, spiral staircases and palm trees, Nilus offers an escape from the urban jungle into the exotic Nile. Open early evening for light aperitifs and delicacies, stay on and enjoy the night, with a wide range of DJs performing throughout the week.  
📍 Allenby Street 33. 03.644.4627

**43. PASÁŽ**  
Hidden down an unassuming staircase, Pasáž transforms from an unusual collector's shop during the day to one of Tel Aviv's most beloved nightclubs at night. Home to some of the best live shows and underground culture events, Pasáž hosts an event each evening – always mixing music genres and crowds. Live performances and DJs that tap into the city's underground scene, Pasáž's location in the heart of Allenby makes it a classic Tel Aviv favorite.  
📍 Allenby Street 94. 052.839.3446

**44. PEACOCK**  
A place made for locals, Peacock is a gastro pub where the food is great and the environment is cool – the perfect place to spend your evening. One of the city's most prominent bars, Peacock is a mecca for socializing Socializing Tel Avivians. The combination of good food and the undisputed chilled atmosphere will keep you coming back for more.  
📍 Marmorek Street 14. 03.686.8259

**45. PORT SAID**  
Effortlessly cool, Port Said is the culinary child of the Teder Crew, Eyal Shani, and Shahr Segal – key Tel Avivian troupes. A blend of Egyptian and Eastern European styles, dine in the shadow of the Allenby Beit Kneset, and soak in the culture of Tel Aviv. With Tel Aviv's finest DJs playing records on the turntable, this is the place to be seen.  
📍 Har Sinai Street 5. 03.602.0521

**46. SHAFa BAR**  
Shafa Bar dominates one of the major alleys in Jaffa, as night after night it spills over with tables of hungry and loyal patrons. The eclectic menu and lively beats are simply a bonus. A neighborhood bar with a cool and relaxed vibe, it's the perfect place to gather on hot afternoons and warm nights for a cool drink and a delicious bite to eat.  
📍 Nachman Street 2. 03.681.1205

**47. TEPALE**  
An old school bar, lounge and kitchen, Tepale caters to locals and travelers who seek to catch a glimpse of traditional Israeli life. If backgammon, Arak, Mizrahi music, and watermelon are your muses on a Friday, then this spot is for you. Tepale has two main spaces, one for indoor dining and an outside patio. The perfect place to sit back, relax, and enjoy life the Israeli way.  
📍 King George Street 87. 054.582.23380

**48. THE BLOCK**  
One of the most popular clubs in Tel Aviv, The Block is a world renowned music venue. With its own custom made analog sound system, this Tel Aviv institution attracts top international DJs every year. Often regarded as Israel's top underground music and dance venue, the Block is a place where people from all walks of life can enjoy an eclectic range of music.  
📍 Salame Road 157. 03.537.8002

**49. UGANDA**  
A bar, cafe, record store and music venue – this Jerusalem founded location opened a branch in Tel Aviv in 2010 to great success.

With its own independent publishing house, Uganda promotes Israeli electronic music and it serves great beer, what else could you need?  
📍 Beit Habad Alley 5. 03.510.1463

## Wellness

**50. COOLA**  
A much-needed escape, Coola is a women's only spa. A phone, laptop, and baby free zone where visitors can go to disconnect, relax and cool down. Surrounded by a peaceful sea landscape, visitors will find a selection of classic massages, along with unique treatments, facials, manicures, and pedicures. In a city as busy as Tel Aviv, Coola provides an oasis from the heat of the streets to refresh and unwind.  
📍 Hangar 26, Tel Aviv Port. 03.717.1540

**51. YOKO KITAHARA**  
A unique space for professional Japanese treatments located in a beautiful secret location in Jaffa, overlooking the Mediterranean sea. This is a small haven of Japanese therapy, hospitality and design in an unforgettable Middle Eastern setting. At Yoko Kitahara they believe in uncompromising quality and following Japanese tradition, at this spa they give the highest attention to the smallest details. Treatment begins at the entrance. This is a place to leave your troubles at the door, and take some time for yourself.  
📍 Kikar Kedumim Street 5. 03.605.8339

## Galleries

**52. BRAVERMAN GALLERY**  
Established in 2004, Braverman Gallery is a leading member of the contemporary art scene in Tel Aviv, specializing in video art and installations. The gallery seeks to promote Israeli artists in the international scene, while at the same time bringing top international artists to Israel.  
📍 Hasharon Street 12b. 03.566.6162

**53. CCA**  
ituated in the heart of Tel Aviv, the Center for Contemporary Art (CCA) produces four to six unique large scale exhibitions annually, often focusing on time based or site specic practices by outstanding local and international artists. Alongside exhibitions, the CCA organizes a wide variety of public programming including panels, screenings, artist talks and performances that challenge perceived notions and stimulate debate, foster experimentation and encourage engagement.  
📍 Tsadok Hacoheh Street 2a. 03.510.6111

**54. DVIR GALLERY**  
Introducing cutting edge contemporary Israeli artists, Dvir gallery was founded in 1982 by Dvir Intrator. Since then, the gallery has broadened its collection to include leading international artists. Dvir is situated in a five story building in South Tel Aviv, and has recently opened a second branch in Brussels, Belgium.  
📍 Reshit Hochma Street 14. 03.604.3003

**55. SOMMER**  
One of the leading galleries in Tel Aviv, Sommer Contemporary works closely with museums, biennials and publishing houses to expose leading Israeli artists to the international scene and top international artists to Israel. In addition to working with

leading talent, Sommer has launched a unique project room where young curators are given the opportunity to exhibit emerging art. Titled S2, the initiative creates a space for innovation and experimentation.  
📍 Rothschild Boulevard 13. 03.516.6400

## Hotels

**56. ALMA HOTEL**  
A throwback to Tel Aviv's bohemian history, the Alma Hotel provides a stylish retreat from today's bustling Tel Aviv. Built in 1925 and recently renovated by esteemed architect Ari Shaltiel, the Alma Hotel sets itself apart from the crowd with its elegantly designed rooms and remarkable exterior. Each room is uniquely named, relaying a different story drawn from the city's 1920s past. With one of the best locations in town, this alluring getaway cannot be matched.  
📍 Yavne Street 23. 03.630.8777

**57. CUCU HOTEL**  
Cucu hotel Situated on the famed Dizengoff Street, Hotel Cucu is surrounded by shops, bars, restaurants, markets and is in close proximity to the beach. This urban hotel is seriously chic with styling by one of Israel's top designers. Cucu is chic and cozy thanks to its friendly staff that pay attention to every detail. Guests can take part in Tel Aviv's cafe culture, with breakfast served at the adjoining Cafe Castel, overlooking Dizengoff.  
📍 Dizengoff Street 83. 03.775.5777

**58. MENDELI ST. HOTEL**  
Located steps from the beach, the Mendeli St. Hotel is designed to perfection with every detail considered, not to mention the best breakfast in town. With a constantly updated collection of art and design pieces, guests receive an authentic modern Tel Avivian experience as the hotel is as unique as the city itself. Offering a delicious hotel menu of local modern cuisine led by chef Yossi Shitrit, this is a perfect place to stay for the ideal city break.  
📍 Mendeli Street 5. 03.520.2700

**59. HOTEL NORDOY**  
Opened in 1925, Hotel Nordoy has maintained its historically classic building, providing an air of elegance difficult to find in an otherwise modern city. Located in the heart of the city center, steps from the Nachlat Binyamin craft market and the Shuk Ha Carmel, Hotel Nordoy is an oasis of classic charm in the center of it all. With a rooftop overlooking the city, Nordoy mixes European comfort with an edgy Middle Eastern style.  
📍 Nahalat Binyamin Street 27. 072.272.7279

**60. THE NORMAN**  
Perched on the edge of charming Rothschild Boulevard, the Norman hotel epitomizes charm and elegance. A hotel dating back to the sophisticated glamour of the 1920s, the design and impeccable service are unforgettable. Converted from two painstakingly restored heritage buildings, the hotel offers incredible guestrooms, two separate dining experiences, a library bar, a wellness area and a rooftop pool overlooking the city.  
📍 Nachmani Street 23-25. 03.543.5555

**61. THE VERA HOTEL**  
The Vera Hotel defines itself with Tel Aviv's own brands, designers and creatives in mind. Located a stone's throw from Rothschild Boulevard, the Vera offers thirty-nine impeccably designed rooms.  
📍 Lilllenblum Street 27

WORDS: DANIELLE GORODENZIK  
AND DANIELA ENGELBERG

EACH DESIGN ELEMENT OF  
THE VERA HOTEL EMBODIES A RAW,  
YET INVIGORATING CONCEPTUAL VISION.  
OHAD BENIT AND TOMER NACHSHON ARE  
TWO TEL AVIVIAN DESIGNERS WHO WERE  
INVOLVED IN THE HOTEL’S DESIGN PROCESS  
FROM THE VERY BEGINNING. THEIR CREATIONS  
ARE MADE USING THE HIGHEST QUALITY  
MATERIALS IN THEIR NATURAL STATE -  
REFLECTING THE VERA HOTEL’S ELEGANT AND  
WHOLESAME APPROACH.

Hotel spotlight



OHAD BENIT  
BY ITAY BENIT

## TOMER NACHSHON

Tomer Nachshon is a top Israeli architect and furniture designer, admired for his raw and sleek designs. Nachshon's work is produced in-house for private, residential or office projects and exhibited in local galleries – the designer is also creating one-of-a-kind pieces for the hotel, The Vera. Placing handy work and craftsmanship at the forefront of his creations, Nachshon's furniture reveals a minimalistic approach which allows, through sophisticated and fine detail, the sense of complimentary but different surroundings. “You start with nothing more than an idea or a story, which you can transform into something beautiful. Furniture is a type of design – as in architecture, furniture changes spaces and you are creating it yourself”, says Nachshon. Tomer Nachshon furniture represents the natural world, using truly authentic and unprocessed elements, such as solid whole wood and European oak. He embraces the raw material, believing that if the design is precise enough, it can display its natural marks.

[www.tomernachshon.com](http://www.tomernachshon.com)





THE  
VERA

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